

ORDER



Orders	Order / Rev:	716310	
	Alt Order #:	06334734	
	Product Desc:	FITZGERALD FOR CONG	
	Estimate:	12130	
	Flight Dates:	09/25/12 - 10/01/12	
	Original Date / Rev:	09/24/12 / 09/24/12	
	Order Type:	Political	
		Primary AE:	Aaron Ashe
		Sales Office:	T-WAS
		Sales Region:	NAT
Agency	Name:	Media Strategies & Research/ POL	
	Buying Contact:	Chris Vail	
	Billing Contact:		
		11350 Randon Hills Road, Suite 670	
		Fairfax, VA 22030	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	FITZGERALD,K/D/US HOUSE	
	Demographic:	A35+	
	Product Codes:	PL-US House Representative	
	Priority:	P-5	
	Revenue Codes:	AGY, GEN, POL	
		New Business Thru:	
		Order Separation:	00:15:00
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$38,800.00	\$32,980.00
10/01/12	10/01/12	4	\$27,200.00	\$23,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$38,800.00	\$32,980.00	0.00
October 2012	4	\$27,200.00	\$23,120.00	0.00
Totals	17	\$66,000.00	\$56,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTSP-TV	20%	\$66,000.00
Market	100%	\$330,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	31%	\$102,300.00
WFTS	14%	\$46,200.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	35%	\$115,500.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPK	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/26/12	09/28/12	Price Is Right Price Is Right	CM	11a-12p	-- W-F--	1:00	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- W-F--		2	\$1,800.00			0.00					
E 2	WTSP	09/25/12	09/28/12	M-F 4-5p Dr. Phil	CM	4-5p	- T-TF--	1:00	3	\$800.00	P-4	0.00	NM	3	\$2,400.00

Order / Rev: 716310
Alt Order #: 06334734
Flight Dates: 09/25/12 - 10/01/12

Advertiser: FITZGERALD,K/D/US HOUSE
Product Desc: FITZGERALD FOR CONG WTSP-TV
Estimate: 12130

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTSP	09/25/12	09/28/12	M-F 4-5p Dr. Phil	CM	4-5p	- T- TF--	1:00	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-T- TF--		3	\$800.00		0.00						
E 3	WTSP	09/26/12	09/26/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-- W- ---	1:00	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W- ---		1	\$1,000.00		0.00						
E 4	WTSP	09/25/12	09/28/12	7-730p Wheel of Fortune	CM	7-730p	- TWTF--	1:00	4	\$2,600.00	P-4	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$2,600.00		0.00						
E 5	WTSP	09/26/12	09/26/12	Wed Prime C CSI: Crime Scene Investigation	CM	Wed 10-11p	-- W- ---	1:00	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W- ---		1	\$18,000.00		0.00						
E 6	WTSP	09/25/12	09/25/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- T- ----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-T- ----		1	\$2,000.00		0.00						
E 7	WTSP	09/27/12	09/27/12	Letterman Late Night with David Letterman	CM	1135p-1237a	-- T- --	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- T- --		1	\$1,400.00		0.00						
E 8	WTSP	10/01/12	10/01/12	M-F CBS Soaps Young & Restless/Bold & Beaut(12:30 PM-4:00 PM)	CM	M-F 1230-2p	M- -----	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$2,200.00		0.00						
E 9	WTSP	10/01/12	10/01/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M- -----	1:00	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$1,000.00		0.00						
E 10	WTSP	10/01/12	10/01/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M- -----	1:00	1	\$22,000.00	P-3	0.00	NM	1	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$22,000.00		0.00						
E 11	WTSP	10/01/12	10/01/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- -----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$2,000.00		0.00						
Totals													17	\$66,000.00	